

## OVERLAND CO. HOLDS A UNIQUE OUTING

60,000. Count 'Em. Attend  
Three Day Circus Party of  
John N. Willys.

John N. Willys, president of the Overland Company of Toledo, Ohio, entertained recently 60,000 people made up of the families of the 17,500 employees of the Willys-Overland Company and those of several other Toledo factories associated with his automobile plant, with six performances of the Barnum & Bailey circus.

For three days everything was free from the tickets admitting their bearers to side shows, manager tent and main attractions, even to the tickets to and from the circus. Each employee was presented with three admission tickets and six car fares. Sixty thousand admission tickets and 120,000 street car tickets were specially printed for the occasion and distributed.

Huge Overland and Willys-Knight flags waved from the center poles of the big tops, replacing for the first time the streamers of the Barnum & Bailey circus. Large Overland banners were spread across the entrances of the tents, inviting all the guests to a joyous good time. And from all reports a good time was the order of the day.

None enjoyed the show more than John N. Willys himself, who came to Toledo from New York for the opening performance, bringing with him as his guests a number of railway officials.

In Toledo they were joined by John Ringling, head of the circus, who had also come to Toledo to supervise personally the "Overland Circus Party."

All of these voted the circus party an entirely new and thoroughly delightful departure of outings and entertainments. So well did John N. Willys enjoy the first show that he viewed several subsequent performances.

There were any number of genuine unsolicited "boosts" for the Overland products from the performers. One of these took the shape of a miniature parade conducted by Buck Baker, one of the show's leading clowns. He secured a spangled and antiquated horse and named it "Annie O." Then with a rattling and wheezy motor vehicle of uncertain vintage labelled after another make of automobile he brought up the parade with a new Overland model.

The legend then read "Any One Can Afford the Overland Now." The clown's ingenuity earned him many laughs and compliments.

The "Circus Party" is an outgrowth of "Overland Day" which for a number of years has been the big play day of the Overland plant. For five years the entire factory had shut down for a half day once each year and had marched to the baseball park in Toledo to attend professional ball games. In 1914 and 1915 major league ball clubs were brought to Toledo for exhibition contests in mid-July. But this year it was decided to include the families of the employees in the festivities. The ball park could no longer accommodate comfortably even the employees of the Overland plant. The circus plan was then hit upon.

### MOTOR CLUB OUTING.

New York Auto Tradersmen to  
Hump on September 12.

Again the motor tradesmen of New York, automobile dealers and their annual outing. This was announced a few days ago by William C. Boettner, vice-president of the Motor Club, under whose auspices the affair will be held. This year the outing will take place at Duncannon's Grove, College Point, L. I., and the date set is September 12. The cars have been placed on sale at the Motor Club headquarters, 222 West Fifty-ninth street, and Mr. Boettner states that they are being disposed of rapidly.

H. Larson, president of the Motor Club, and Mr. Boettner are planning to make the outing the best ever held, and some novel features are to be on the program.

Baseball "stars" are being searched for among the tradesmen to make up two teams. R. H. Johnston of the White Company, does not intend to let any team wrest from his players the baseball trophy which they captured last year, and his lineup can be relied upon to be in better form than ever. "Jack" Hill of the Republic Rubber Company and George McTearney of the Motor Car Company were seen tossing a ball in a vacant lot recently, and this "preparation" is taken to mean that the "Johnston" "stars" are in danger. It is advised that tickets be purchased immediately, as the number will be limited.

### A FEW PAIGE STUNTS.

Two Achievements Which Show  
Mechanical Quality.

E. M. Bailey points with pride to two recent achievements in which the mechanical qualities of Paige cars figured. This summer a Detroit owner drove his Paige "Sixty" for twelve weeks and for a distance of about 5,000 miles, using only two quarts of water for the radiator in addition to the initial filling.

The Detroit experience covered a long road tour that took him to New York, Philadelphia, Atlantic City and other Eastern points and then back to Detroit. The radiator cap when he left Detroit was screwed down tight. The radiator took only about a quart of water for this tour.

The other achievement was a mountain climbing stunt of Paige Fairfield "Sixty-46." The car battled with blizzards, snow, 40 per cent. grades and numerous other obstacles in its ascent of Mount Hood, Oregon, reaching a point on the mountain side three miles beyond that attained by any other car.

### New Series Franklin Has Smart Lines.



Here is a full size five passenger car weighing only 2,800 pounds. In the new series 9 Franklin light types are built, including touring car, runabout, four passenger roadster, cabriolet, sedan, brougham, limousine and town car. The cars of the present series are 400 pounds lighter than the former types.

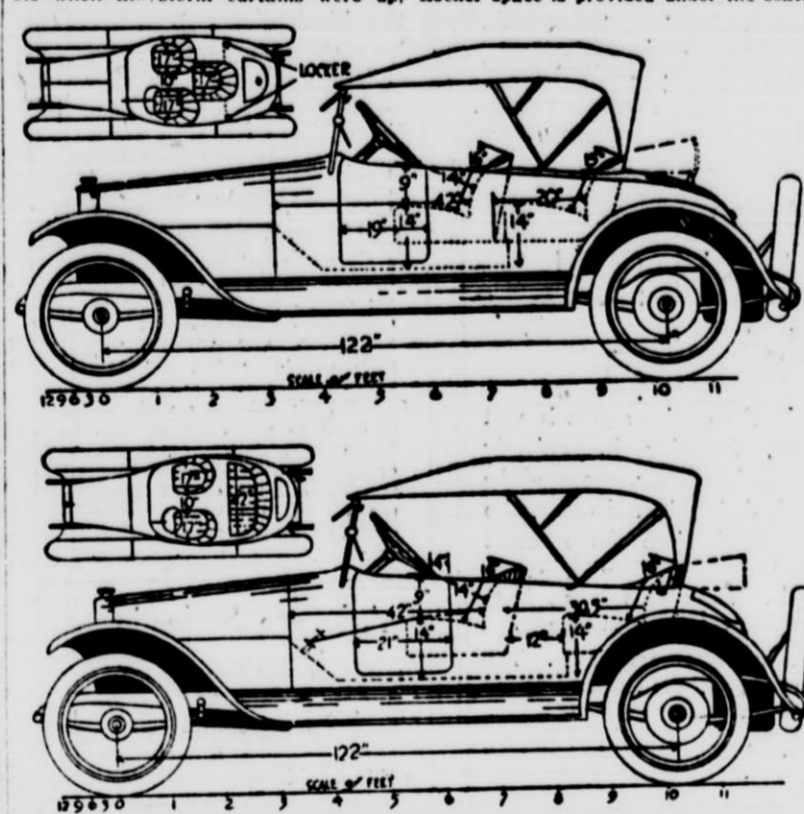
## Clover Leaf Runabout Designs Are Popular

Have Smart Appearing Lines and Are Now  
Regarded as Permanent Additions  
to Body Styles.

By GEORGE J. MERCER  
of "The Automobile."

The advent of the Clover Leaf brings into being for the first time a body having a fixed seating capacity for more than two passengers and all the seats equally comfortable, the extra seat visible and a fixed part of the body design.

Fig. 1 illustrates a three passenger body with sloping side line clearly defined from the cowl to stern. The deck of the body is oval and meets the side panel at an angle, the corner being almost sharp. This graduated line from cowl downward toward the rear is the most modern in design and is in conformity with the stream line. The seat backs project above deck boat fashion, and their relative position is shown in the miniature front view. In this latter view will be noted the two spaces marked locker. This space, from the seat over to the body side, is ordinarily accessible by a lid at the top, but with this design, partly because a lid would be inaccessible when the storm curtains were up,



Above—Figure 1—A three passenger Clover Leaf with sloping side line. Below—Figure 2—A four passenger type designed along similar lines with less slope.

and to make the locker proof against leakage from rain as well as to not mar the deck, the locker is covered by a hinged lid on each side forming a door covering the opening to the locker. This locker space is deep, generally running down to the floor of the chassis frame. Primarily the Clover Leaf permits of a three or four passenger body on a very short wheel base chassis. The entrance through the deck eliminates any consideration of doors other than those at the front, but the advantage of the close coupled seats, allowing all passengers to see forward, has been lost as popular with the larger cars as with the smaller ones. The stern end containing the bumper space can always be made a size to cover the chassis frame, the side of the stern never being taken into consideration in the design. A better proportion to the body is gained, however, when the rear end is large enough to balance the eye the forward part. The two designs illustrated have been mounted on a 122 inch wheel base chassis of standard make, and the rails of the steering wheel and the tire base at rear are regular for the touring car body, but the hood line has been raised at the dash and the height of the cowl will enable the regular instrument board to be installed.

Fig. 2 is a four passenger body similar in design to Fig. 1, the rear seat being wider. This eliminates the locker space and also is further back, to provide knee room behind the driving seat. On Fig. 1 the axle is used for this purpose, and the carrying space at the rear is proportionately shortened. The stern end of this body is also different. Looking at the side view, the sloping effect from cowl to stern is maintained, but is not accentuated as in Fig. 1; the body side top line ends with the sweep around the rear seat and the deck of the stern is a rounded surface with the side panel. The two are slightly different in construction, without being markedly different in general appearance. The seats are boat type, as in Fig. 1.

The windshield is two pieces, set at 9 deg. from the perpendicular, and the position of the sections are shown extended. The top is a one hand type, and in Fig. 1 the longer stern is used to support a metal block on the cowl, on which the top rests when down; a flat plate is fastened to the back bow for a bearing and the leather strap from the rest block passes through a loop on the front of the forward bow and the top is securely held in position. On Fig. 2 the regulation side bow rests are used. The body is sheet metal and the seat backs are bent wood & inch thick, fastened with screws and reinforced. Ordinarily the backs are painted to bring out the grain of the wood, and of a decided con-

trast to the color of the body. Of late there is a tendency to cover them with the same leather as used for the seats.

The comfort of the driving seat is contingent on the proper room under the wheel to cushion, from wheel to seat back and from seat back to pedestal. Generally this distance is given from seat back to dash, as indicated, but the more correct dimension is indicated by the line X. This is given as 33 inches, which will accommodate the average person; the distance of 4 inches from back of the wheel to the back line of the door will allow a 10 1/2 inch opening between wheel and body, but as the majority of people enter from the curb side, this is not so vital on a left drive car, and in Fig. 1 this distance is less, the door being 19 inches in width.

These bodies are trimmed in leather, the seats and backs being of generous thickness and very comfortable. No trimming appears above the body of seat line, the doors have the customary flap pockets and the floor is linoleum covered. Locker space is provided under the seats

## YELLOWSTONE TOUR CHAIN OF SPLENDOR

Motorists Flock to National  
Park's Highway in Great  
Numbers.

Plotted by the Chalmers Six-30, which blazed the Twin Cities to Yellowstone route two months ago, eighty-five tourists in twenty-seven motor cars checked in at Gardiner on the evening of August 1 and enrolled as enthusiastic boosters of the National Parks Highway.

Many remarkable things are the features of the tour was the fact that many of the roads encountered had been laid down almost overnight. When the Chalmers pathfinder blazed the trail in May, the Chalmers Six-30, which plotted the route of the tour, was the first car to travel the entire distance, averaged over twenty-three miles an hour for the trip, although no attempt was made to register the time.

That the Yellowstone tour opens a

### FIRST DAY

The start was made at 1:30 a. m., Monday, July 24th, from Columbus Circle, New York City. Fred Barbour, of New York, drove the first leg of the trip. Two hundred and ninety-two miles from New York to Syracuse were covered in nine hours, the car arriving at 10:30 a. m.

Stevens took the wheel at Syracuse and drove to Cleveland, by way of Batavia, Buffalo and Erie, arriving in Cleveland, 647 miles from New York, at 7:30 p. m. Monday. There was some delay in Cleveland on account of the car getting caught in a parade and bad luck at railroad crossings. At one crossing the car was held twelve minutes.

### SECOND DAY

At Cleveland, William Bins of Chicago took the wheel and drove during the night 330 miles to the next station, which was Merrillville, Indiana, near Chicago. The time made on this stretch was limited to the time which could be made by Stevens in getting from Cleveland to Merrillville by train. The train stop near Merrillville is Gary, and it was impossible for Stevens to get to Gary until 6:45 a. m. Tuesday.

The Marmon car reached Merrillville exactly on time, and after taking on supplies another car lashed over the hill, bearing Stevens, the driver who was to take the car to Omaha. The car left the station as per schedule at 7:00 a. m. On this leg the car passed through Ellettsville, Normal, Fremont, Bryan and South Bend.

### THIRD DAY

Upon leaving Merrillville the car sped through Aurora, Dixon, Clinton, Cedar Rapids, Marshalltown, Ames, Grand Junction and Carroll into Omaha, arriving on schedule at 1:05 a. m. Wednesday. At Omaha the car was turned over to Fred Barbour while Stevens took the train for Cheyenne, Wyo.

From Omaha the tourists dipped down to Kearney, going by way of Fremont, Columbus and Grand Island. After leaving Kearney they passed through North Platte, Big Springs, Sidney, Kimball, Pine Bluffs, Wyo., into Cheyenne, arriving there at 4:30 p. m. and stopping for thirty minutes. At Cheyenne the car was about thirty minutes ahead of their schedule.

### FOURTH DAY

Stevens was driving from Cheyenne to Evanston, a distance of 407 miles. He encountered about 20 miles of muddy roads during the last hundred miles and arrived at Rawlins at 1:10 a. m. From Cheyenne to Rawlins the car had to be driven up the long Sherman hill, reaching an approximate elevation of 8,000 feet, and crossing the great continental divide. At Evanston, Stevens wired:

"Delay on account of much rain. Roads muddy. Car in best of condition."

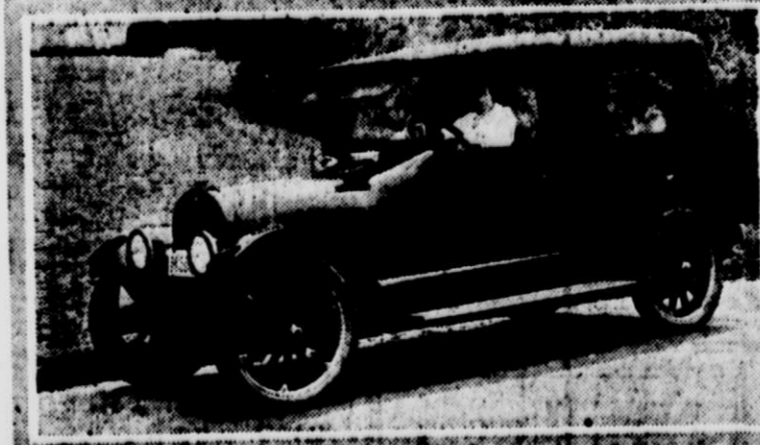
Heavy rains in Utah reported by Salt Lake papers as cloud-bursts, made the trip across Utah dangerous and slow. Walter Billing drove the car from Evanston to Ely, Nev., passing through Salt Lake City, County Well, Fish Springs, and over the Beilbourne Pass, crossing through the great American desert, which was one of the worst parts of the trip. The heavy rains in Utah had put the roads in bad condition and caused a serious washout. Three hours were lost west of Salt Lake City because the pilot became confused in the route through the desert.

### FIFTH DAY

At Ely, the car was turned over to Robert Creighton, who drove to Reno. Here again road conditions were very bad. The trails over the Nevada desert were in a terrible shape. The trans-continental car, however, was in fine condition. Creighton passed through Austin, Alpine Ranch, Fallon. Aside from being delayed by the rough trails, a short circuit left him without lights. He located the trouble, however, and remedied it so that delay from this source was not considerable. Breaking through a bridge several miles out of Fallon caused a further delay of three and one-half hours.

At Reno, Stevens was again waiting to take the car. He left Reno at 5:40 a. m., going by way of Truckee and Colfax, arriving at Sacramento at 12:22 Saturday afternoon, and thence to Vallejo, arriving at 3:10 p. m. Here a special boat was waiting to take the victorious car to San Francisco, and at 5 o'clock p. m. the car was officially checked at Third and Market Streets.

## New Cole "8" Toursedan.



This new Cole seven passenger model is being shown for the first time in New York at the salesrooms of the Colt-Stratton Company. In the photograph Miss Texas Guinan is shown at the wheel. Her companions are the Misses Lucille and Marie Cavanaugh.

route of infinite variety to American Gardiner Gateway here in view, the tourists are conceded by all who made the run. From the time Minneapolis topography. Lakes, plains, mountains dropped behind on the horizon until and valleys came in turn, and the trip

through the Bad Lands of North Dakota and Montana proved to be the most unusual and spectacular eye opener to the Yankee tourist in his home country.

Before passing through the Gardiner entrance to Yellowstone the automobile tourist pays Uncle Sam a fee of \$7.50. Each tourist must register his name and address on entering and leaving the park. Once in the park he travels on an easy schedule which permits him to see all points of interest without undue haste. One glance at the jolting, lurching coaches drawn by horses, which for years have controlled traffic through the park, convinces the visitor that their days are numbered. In the motor car the tourist travels more swiftly and comfortably and enjoys that privacy which is impossible under the old regime. Restrictions on motor cars in the park are a little less onerous at the present time, but new rules will undoubtedly be made before another season. Opened to automobilists for the first time this season, record numbers of motor cars have passed through the Gardiner Gateway.

### MAXWELL IN DEMAND.

Harry De Bear, local representative for the Maxwell Motor Company, Inc., received word from Mr. Flanders, president of the company, in answer to an inquiry regarding a shipment of cars that deliveries would be made as rapidly as possible.

"We thought we knew the public de-

mand," stated Mr. Flanders. "We planned to meet the figure. But the result has been far greater than we even dared to hope for. We have a new idea of the popularity of the Maxwell car. The Maxwell was a remarkable value at the old price. Now, with the price reduced to \$595, it is not surprising that we cannot keep up with the demand. Dealers everywhere are clamoring for shipments, and we are rushing our plants as fast as we possibly can. Four hundred cars per day are being built, and shipments are being sent out in greater quantities than we imagined would be possible for our organization."

## Portable and Permanent GARAGES, BUNGALOWS FACTORIES, EXTENSIONS Or Buildings for Any Purpose



WHY PAY RENT?  
We are one of the largest Builders of Portable and Sectional Buildings, also cut to size houses.  
U. S. PORTABLE BUILDING CO.,  
10 Bridge St., N. Y. City.

# Marmon 34 Makes Cross-Continent Record New York to San Francisco 5 Days—18½ Hours 3,476 Miles

S. B. Stevens, Chairman of the Motor Reserve Division of the American Defense Society, planned this record-breaking run. He drove personally over 1500 miles of the distance.

The run was made under the auspices of the Society to demonstrate the possible speed and practicability of motor car transportation across the Continent. The car was sealed and checked up by the Automobile Club of America.

This is the most remarkable and fastest journey ever made across the United States in a motor car. The average rate of speed was almost equal to that of fast trans-continental trains. The car was a Marmon 34 touring car, of regular production.

This is final proof of the soundness of the advanced principles which make up this remarkable car, a few of which are:

A scientifically constructed car of 136-inch wheel base, 1100 pounds lighter than cars of equal size and power. A perfectly balanced car—easily handled—with low center of gravity and a minimum of unsprung weight eliminating body sway at high speeds.

The new Marmon frame construction with side members 10 inches deep and steel running boards an integral part.

The cross cantilever rear spring construction which protects the car from road shocks and insures exceptional riding comfort.

The Marmon system of chassis self-lubrication, which eliminates all but four grease cups on the entire car.

The powerful, rapid accelerating, six-cylinder, overhead valve motor, and many other distinctive advanced features.

### TWO VITAL FACTORS

in making this record were  
Lynite Aluminum mono-  
block motor casting and  
Lynite Aluminum pistons.

**LYNITE  
ALUMINIUM**

## No Change for 1917

There will be no change in the Marmon 34 for 1917 except possibly minor refinements such as are likely to be made at any time during a season's production.

We would like to tell you more about this remarkable run and the car that made it. A demonstration will show you why such a record was possible. May we suggest that you make an appointment today?

**MARMON NEW YORK CO., Inc.,**

42-44 West 62d Street, near Broadway, New York City.

**NEW YORK**  
1:30 a. m.  
Monday

**CLEVELAND**  
7:55 p. m. Mon.  
647 mi.  
Av. 34 m. p. h.

**MERRILLVILLE**  
INDIANA  
(Near Chicago)  
6:45 a. m. Tues.  
977 mi.  
Av. 33.3 m. p. h.

**CEDAR RAPIDS**  
3:45 p. m. Tues.  
1235 mi.  
Av. 33 m. p. h.

**OMAHA**  
1:05 a. m. Wed.  
1536 mi.  
Av. 33 m. p. h.

**CHEYENNE**  
4:50 p. m. Wed.  
2113 mi.  
Av. 32.3 m. p. h.

**EVANSTON**  
WYOMING  
11:30 a. m. Thurs.  
2529 mi.  
Av. 30.1 m. p. h.

**ELY**  
NEVADA  
7:55 a. m. Fri.  
2890 mi.  
Av. 27.6 m. p. h.

**RENO**  
5:31 a. m. Sat.  
3240 mi.  
Av. 25.7 m. p. h.

**SAN FRANCISCO**  
5:00 p. m. Sat.  
3476 mi.  
Av. 25.1 mi. p. h.